



# METRO REPORT

A publication of the New York Metro Region Operations Unit

March 16, 1994

Volume 1 Issue 6



As F.E.T. Week winds down the fights against any Federal Excise Tax increase is just beginning. The activities of this week can only be a warm up if we are to **STOP THE TAX!!**

As the F.E.T. Calendar we received reminds us; "Never forget, there's strength in numbers." And if we don't keep the heat on our numbers will surely dwindle.

Some of the things you can continue to do:

- ⇒ Make additional photocopies of the petition and carry it with you into each call and ask for signatures.
- ⇒ Leave a blank copy at a retail outlet for smokers to sign. Then pick it up and mail it in.
- ⇒ Remember to call 1 800 862-2525 to report any anti-smoking activities that are

- planned in your community.
- ⇒ Attend your representative's next "town hall" meeting and ask about the proposed increase. Like a personal visit, this is one of the few opportunities you'll have to get your message through directly to your elected official, so take it!
- ⇒ Keep up to date on the current status of the F.E.T. proposals by calling 1 800 STOP-FET (800 786-7338).

Our elected officials can sometimes be 'selectively' forgetful, so it's important that you plan to contact them several more times this year. Periodically, we will remind you to turn up the heat a little higher. Remember, you are paying taxes for their kitchen in Washington. As we all know it can get hot in that kitchen.

## Editor's note:

March 1994 Pick up codes as reported in the last issue were incorrect. The correct codes can be found on page 4.

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*In the confrontation between the stream and the rock, the stream always wins - not through strength but by perseverance.*

*...unknown*

# Contracts...

## Contract/7101 Guidelines

The following suggestions should be followed when submitting contracts and/or 7101's:

- **Do not fold 7101/contracts!!!** Large white envelopes are provided monthly. Your division offices also have a small inventory on hand. If you run out of envelopes before the next mailing leave a message on VM ext.78261.
- Use correct postage. Large envelopes require more than .29¢. If you are unsure go to the post office.
- All 7101's and contracts are to be name stamped. (7101's and contracts received without name stamp will be returned. For employees without a name stamp, be sure to write your name and employee ID number clearly!)
- Be sure to give ending date for all contracts. i.e. 3/94, 4/94, etc. DO NOT GIVE MONTH AND DAY. (7101's and contracts received this way will be returned.)
- **Remember:** The month you end the contract is the last month they will receive payment. i.e., contract ending 3/94 will be paid for March 1994.
- Be sure tax information is provided for all new accounts. (If tax information missing the form will be returned.)
- Is this a chain account? Please answer "Y" if it is and "N" if it is not. Do not leave it blank.

We are receiving a large number of 7101's and contracts either missing information or filled out incorrectly. **TO BE CLEAR: 7101's and contracts received incomplete and/or incorrect will be returned.**

If you have any questions please contact your DM.

## Co-Marketing Accural

### Summary of Basic Requirements:

- Full participation in RJR Merchandising Program (full price, savings, enhanced presence/signage).
- Distribution of all RJR brands in all price tiers as required.
- Provide RJR equal opportunity with its competitors to place temporary display and temporary price/promotion signage as required.
- Cannot restrict RJR's ability to display, promote or distribute RJR brands, or ability to compete equally with other tobacco companies in all areas at retail.

### Pricing Provision Rationale:

- If we don't match up penny for penny with lowest price point in store, the incremental monies available for additional full price promotions can be better utilized by addressing pricing at the low-end.

### Next Week: Implementation of Pricing

## STRATMAR HIRED

To assist in the 1994 Merchandising Programs, we have contracted with an outside agency to implement specific merchandising projects.

For the New York Metro Region, Stratmar Systems has been hired to install all Y Signs,  $\frac{1}{2}$  Y Signs and 15 x 49 Interior Lighted Signs.

In order insure a smooth transition to Stratmar and to expedite these installations in the region, we have developed a new form for Lighted Signs only. This new form will be mailed to you in the next few weeks.

Included in this mailing is the revised Merchandising Component & Fixture Order Form. You will notice that the "Lighted Signs" section has been blocked out. Lighted Signs can not be ordered on this form. Please begin using this form immediately and destroy all old forms.

If you have any questions please contact Kelly at 800/227-6562.

## 1 800 RJR TALK

**Retailers should have this number and your box number.**

### Lessons in Life from George Washington

(part 2 in a series)

George Washington, the first president of the US, taught Americans what to expect from their leaders. He set an example that has served the nation well for more than 200 years. Washington's personality and behavior can teach us many lessons—in statesmanship and also in life.

**SELF-IMPROVEMENT** As a youth, Washington wanted to become a member of the fashionable Virginia aristocracy and win fame and fortune. He observed very closely the way his high-placed friends and relatives acted and dressed. And he read widely to make up for the deficit in his skimpy formal education.

After he inherited a substantial estate at Mount Vernon, Virginia, from a relative and then came into wealth in 1759 by marrying Martha Curtis, the richest woman in Virginia, Washington worked to improve the estate by experimenting with new agricultural techniques and machines, and tested 60 different crops.

As he matured, Washington combined his own ambitions for material advancement with continuous efforts to develop his own character.

**Example:** Washington had a fierce temper that he struggled his entire life to control. As president, one of his worst moments came when he received news of the fate of an army expedition sent to subdue a group of warring Indian tribes in Ohio. Because of the ineptitude of Major General Arthur St. Clair, who commanded the expedition, two-thirds of the 1,400 men had been killed or wounded.

Washington's immediate reaction was a furious outburst of swearing. But within a few minutes, he controlled his temper and declared the St. Clair would be given a fair hearing.

**Lesson:** Before you can lead others well, you must learn to lead yourself.

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## Letter Writing Campaign Works!!

*It works!! The following letter was received by ASR Valderama, Division 1230. Today Representative Roukema agrees with an F.E.T. increase, however if enough of Ms. Roukema's constituents express their opposition to an F.E.T increase it may get her to reconsider her position.*

MARGE ROUKEMA  
5TH DISTRICT NEW JERSEY

WASHINGTON  
2244 Rayburn House Office Building  
WASHINGTON, DC 20515-3009  
(202) 225-4499

NORTHEAST NEW JERSEY  
1100 EAST AMBRODIA AVENUE  
ROGERSWOOD, NJ 07680  
(201) 447-3100

MONTAUKET NEW JERSEY  
1500 ROUTE 617  
ROUTE 105  
MAGETTSTOWN, NJ 07880  
(908) 550-4141



Congress of the United States  
House of Representatives  
Washington, DC 20515-3009

February 24, 1994

BANKING, FINANCE AND  
URBAN AFFAIRS COMMITTEE  
RANKING REPUBLICAN  
-CITIES AND COMMUNITY DEVELOPMENT  
INTERNATIONAL DEVELOPMENT, FINANCE,  
TRADE AND MONETARY POLICY  
ECONOMIC GROWTH AND  
CREDIT FORMATION

EDUCATION AND LABOR COMMITTEE  
RANKING REPUBLICAN  
-LABOR-MANAGEMENT RELATIONS  
ELEMENTARY, SECONDARY AND  
VOCATIONAL EDUCATION  
POSTSECONDARY EDUCATION  
AND TRAINING

Mr. Henry Valderrama

Dear Mr. Valderrama:

Thank you for your recent comments in regard to health care, and proposals to increase the tax on cigarettes and tobacco products. I appreciate knowing of your strong concern in this matter.

As you may be aware, the President's health care reform proposal does call for an increase in the federal excise tax on cigarettes, to finance expanded health insurance coverage for those presently uninsured. President Clinton's budget proposal for FY95 indicates that the President includes a request to increase the federal excise tax on cigarettes by 74 cents. to 99 cents per pack. These monies are designated to help finance health care reform.

I am sorry to say that you and I disagree in this matter. I am willing to consider increased taxes on tobacco products as a means of financing health care reform. This approach is only logical given the strong relationship between cigarette smoking and increased federal spending on health care due to lung cancer and associated heart diseases.

However, it is clear that the proposed tax on tobacco products cannot finance comprehensive health care reform, while maintaining the high quality of American health care, and expanding insurance coverage for 37 million uninsured Americans. Frankly -- and I have made this observation to Mrs. Clinton, the Secretary of Health and Human Services, and the Secretary of Labor -- the Administration has yet to objectively document any of its proposed "cost savings", or offer any credible explanation of their health care plan's financing. Thus far, it sounds suspiciously like a "free lunch".

In light of these concerns, I recommend that we move forward with those immediate measures such as health insurance reform (to eliminate preexisting conditions, control costs and end "job lock", for example) and medical malpractice reform before completely dismantling a health care system which provides the highest quality care in the world. Such efforts will reduce health care costs and increase insurance coverage without massive amounts of new spending.

A thorough and accurate analysis of all costs must precede debate of any health care reform proposal. The need to raise taxes to cover the projected costs will clearly be an essential component of the debate, and I am appreciate your sharing your views with me. I hope you will continue to share your thoughts with me on issues of our mutual concern.

Sincerely,

Marge Roukema  
Member of Congress

MSR:jap

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To find out who your representatives are call:

1 800 STOP-FET  
1 800 786-7338



### VEHICLE REPAIRS

The following procedures should be followed when your vehicle is in need of repair:

- ◆ Call PHH first!! 1 800-638-7900  
Be prepared to give your company and your name; the PHH card number; your vehicle number and the current mileage reading.
- ◆ Describe the problem or service request.—BE SPECIFIC!
- ◆ Take your vehicle to the designated service facility.

When you get your vehicle to the service facility ask questions. Find out how long it will take to repair the vehicle; if you should wait or make arrangements for another appointment. If the vehicle repair will take longer than 4 hours *then and only then* should contact the R.O.U. to make arrangements to pick up another vehicle.

### MARCH 1994 Pick Up Codes

	Retail	Wholesale
Full Price	C <sub>3</sub>	E <sub>3</sub>
Savings	A <sub>3</sub>	C <sub>3</sub>

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Due to the weather (& the Postal Service), there have been some delays in receiving payroll checks. Consequently, we have had a flood of requests inquiring about payroll checks. There is a simple remedy...  
**DIRECT DEPOSIT!!!!!!!**

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Contact either Lorrie (VM 73634) or Vionia (VM 77663) for forms.

From the desk of **Nick Kuruc:**

In the first few issues of this publication I have attempted to impress upon each of you the importance that chains contribute to our overall volume objectives. Importance in terms of the number of cartons sold per week, and the number of potential RJR Customers that pass through each checkout. However great the potential for volume may be, that potential can be *negatively impacted* if we do not do a complete job each and every time a sales call is made.

Each time you contact Pathmark, Shop Rite, Quick Chek or any of the other major chains in this marketplace, there are certain basic steps that should be taken to make a complete, and productive call:

⇒ Ensure that the store *decision maker* is working that day. It is extremely difficult to solve non-compliance, correct out of stocks (correctly), or write extra orders on the Manager's day off. It is important to determine the proper day to contact each store.

⇒ Just as you have sales objectives for independent retail stores, have a sales objective for the Pathmarks', and Shop Rites' of the world. That objective may be as simple as ensuring WINSTON Select Lights distribution and ordering. Just think how many cartons of the Select Family that one Pathmark has the potential of selling if you can assure ongoing availability.

⇒ Ensure that all display bins not only have brand POS, but also have clearly marked pricing for both Full Price and Savings. Also ensure that all RJR price signage on displays is up to date, and again clearly marked. How can our customers determine a price value if it is not communicated?

⇒ Take the time to make sure that all RJR Displays, and Merchandisers (both package and carton) are clean and presentable. If a display or fixture is dirty take the time to clean it. It may be just as simple as obtaining some Windex and paper towels. If a

merchandiser is broken or in need of repair submit a work order.

Following these guidelines will make each of you as productive in your chains as you are in your independent retail calls. The volume is there, go after it!

**Integrity means avoiding any communication that is deceptive, full of guile, or beneath the dignity of people. "A lie is any communication with intent to deceive."**

Whether we communicate with words or behavior, if we have integrity, our intent cannot be to deceive.

**Did you send in your "I Did It!" card?**

**Did you call your elected official?**

**Did you get signatures on the petition?**

**If the petition is full, did you return it to Winston-Salem?**

**Have I done all I can do?**



"You gotta help me, Mom....  
This assignment is due tomorrow, and  
Gramps doesn't understand the new tricks."

#### TO REPORT AN ACCIDENT

1 800 7 KEMPER  
(1 800 753-6367)

7 a.m. to 7 p.m. Central Time  
Monday through Friday

The Metro Report is a publication of the New York Metro Region Operations Unit. All questions and/or comments should be directed to the R.O.U at 1-800-227-6562 or by leaving a message at VM ext 78237.

We look forward to your your input and encourage your suggestions.

K. A. Cussen  
Editor

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